

to face the competition from the institutions such as B.B.C., C.N.N. due to everyday changing T.V. techniques, high power Telecast Technique and because of its outdated and unpopular programmes; and

(b) if so, the steps being taken by the Government to raise the standard of Doordarshan?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARIGIRIJAVYAS): (a) and (b): No, Sir. Constant efforts continue to be made to upgrade the technology and to bring about qualitative improvement in the programme content and format of Doordarshan so as to sustain the interest of its viewers.

[English]

Assistance from Voluntary Organisation to Check Alcohol and Drug Abuse

2813. DR. G.L. KANAUIA: Will the Minister of WELFARE be pleased to state:

(a) whether the Government has drawn any Comprehensive Scheme to involve voluntary Organisations for the purpose of alcohol and drug abuse prevention; and

(b) if so, the details thereof?

THE MINISTER OF WELFARE (SHRI SITARAM KESRI): (a) and (b). Yes, Sir. The Government is Implementing the "Scheme of Assistance to Voluntary Organisations for Prohibition and Drug Abuse Prevention". Under this scheme grant-in-aid upto 90% of the expenditure of the approved Project is admissible to Social Welfare Organisations for providing services such as identification, treatment, counseling, follow-up, rehabilitation, awareness, education etc., for drug abuse prevention, besides education

work for prohibition. So far, 112 Counselling Centres, 44 de-addiction Centres and 10 After Care Centres have been set up under this scheme in various parts of the country.

Computerisation of NSS Accounts in Bangalore

2814. SHRIG. MADEGOWDA: Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether Government propose to computerise the N.S.S. accounts in Bangalore city; and

(b) if so, the details thereof?

THE DEPUTY MINISTER IN THE MINISTRY OF COMMUNICATIONS (SHRI P.V. RANGAYYA NAIDU): (a) No, Sir. No such proposal to computerise N.S.S. Accounts in Bangalore is under examination at present.

(b) Does not arise.

[Translation]

Criteria for Advertisements of U.P.S.C.

2815. SHRI ARVIND NETAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria fixed for giving advertisements of Union Public Service Commission to the newspapers;

(b) when the latest list of newspapers was prepared for giving advertisements therein;

(c) the time by when the new newspapers are likely to be included therein;

(d) whether priority is given to the

medium and small newspapers as compared to the big ones; and

(e) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARIGIRUA VYAS):

(a) The Government objective in issuing advertisements is to get maximum publicity return within a given budget. Newspapers are selected according to the target audience of the advertisement as well as their pulling power. The number of newspapers used for U.P.S.C. advertisement is determined by availability of funds.

(b) The existing media list was last reviewed and revised in 1989 and came into effect from June 10, 1989.

(c) it is reviewed periodically.

(d) Due consideration is given to small, medium and language newspapers.

(e) Does not arise.

[English]

T.V. Transmission Facility In Kodagu District of Karnataka

2816. SHRI V. DHANANJAYA KUMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that the people in Kodagu District, and Sullia, Puttur, Bantwal and Belthangady Taluks of Dakshina Kannada District are deprived of the benefit of T.V. transmission facility;

(b) whether the Government propose to install a High Power T.V. transmitter (V.H.F.), at the relay station in Madikeri of Kodagu district, Karnataka State to facilitate the viewers in the said region; and

(c) if so, by when?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARIGIRUA VYAS):

(a) Whereas, a low power TV transmitter at Madikeri in Kodagu district and three low power TV transmitters one each at Udipi, Bantwal and Manglore in Dakshin Kannada district at present provide TV service in their respective coverage areas, parts of Kodagu district and Dakshin Kannada district, including Sullia, Puttur and Belthangady are outside the coverage areas.

(b) and (c). While there is not proposal at present to install a high power TV transmitter at Madikeri, it would be the constant endeavour of Doordarshan to strengthen TV service to uncovered parts of Kodagu and Dakshin Kannada district depending upon future availability of resources for the purpose.

Development of Telecom Facilities with Foreign Collaboration

2817. SHRI GANGADHARA SANIPALLI: Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether a number of collaboration agreements have been entered into with some foreign countries for development of telecom facilities during the last two years; and

(b) if so, the details of each agreement?

THE DEPUTY MINISTER IN THE MINISTRY OF COMMUNICATIONS (SHRI P.V. RANGAYYA NAIDU): (a) Yes Sir. A number of Indian companies have entered into collaboration agreements with Foreign companies for manufacture of various telecom products.

(b) Details of the proposals approved by the Government are given in the attached Statement.